

### **Amendments to the Claims**

This listing of claims will replace all prior versions, and listings, of claims in the application:

1-21. (Canceled)

22. (Currently Amended) An apparatus comprising:

an ambient light sensor to generate signals indicating a sensed ambient light level;  
a display device having an adjustable backlight source; and

a graphics control device coupled with the ambient light sensor on the display device, the graphics control device to modify pixel color intensity values and contrast corresponding to one or more portions of an image and backlight intensity based on the sensed ambient light level;

wherein the graphics control device modifies backlight intensity based on the sensed ambient light level by causing the duty cycle of a backlight control signal to be modified based on the ambient light level and modifies the pixel color intensity values and contrast corresponding to one or more portions of an image to be displayed on the display device based on the modified backlight intensity, and the graphics control device scales sub-pixel color on a per-pixel basis in order to achieve greater luminance in some areas of the display image, while reducing the luminance in other areas of the display

image, wherein a brightness for one or more features within a displayed image is modified;

wherein modification to the pixel color intensity values approximately offsets the modification to the backlight intensity.

23-24. (Canceled)

25. (Original) The apparatus of claim 22 wherein the display device comprises a flat-panel liquid crystal display.

26. (Original) The apparatus of claim 22 wherein the display device comprises a plasma display device.

27. (Original) The apparatus of claim 22 wherein the graphics control device comprises:

a backlight control circuit coupled with the adjustable backlight source to control the intensity of backlight provided by the adjustable backlight source; and

a display control circuit coupled with the ambient light sensor and the backlight control circuit to apply an adjustment to a baseline backlight including at least the sensed ambient light level to generate a modified backlight intensity signal;

wherein the backlight control circuit causes the adjustable backlight source to provide a backlight intensity corresponding to the modified backlight intensity value.

28. (Original) The apparatus of claim 27 wherein the backlight control circuit provides a pulse width modulated signal to the adjustable backlight source to control the intensity of the backlight provided by the adjustable backlight source.

29. (Original) The apparatus of claim 27 wherein the baseline backlight intensity is retrieved from a register coupled with the backlight controller.

30. (Original) The apparatus of claim 27 wherein the adjustment to the baseline backlight intensity further comprises user-specified adjustment parameters.

31. (Original) The apparatus of claim 30 wherein the user-specified adjustment parameters comprise a range of desired backlight adjustments.

32. (Currently Amended) An article comprising a computer-readable ~~storage~~ medium having stored thereon instructions that, when executed, cause one or more processing devices to:

determine an ambient light level for a display device having an adjustable backlight to provide variable backlight intensity by causing the duty cycle of a backlight control signal to be modified based on the ambient light level;

modify pixel color intensity values and contrast corresponding to one or more portions of an image to be displayed on the display device based on the ambient light level, by scaling sub-pixel color on a per-pixel basis in order to achieve greater luminance in some areas of the display image, while reducing the luminance in other

areas of the display image, wherein a brightness for one or more features within a displayed image is modified; and

modify the backlight intensity based on the modified pixel color intensity values wherein modification to the backlight intensity approximately offsets the modification to the pixel color intensity values.

33-34. (Canceled)

35. (Original) The article of claim 32 wherein the instructions that cause the one or more processing devices to determine the ambient light level comprise instructions that, when executed, cause the one or more processing devices to receive a signal from an ambient light sensor indicating the ambient light level.

36. (Original) The article of claim 32 wherein the instructions that cause the one or more processing devices to determine the ambient light level comprise instructions that, when executed, cause the one or more processing devices to receive a user input.

37. (Previously Presented) The article of claim 32 wherein the instructions that cause the one or more processing devices to modify the pixel color intensity values comprise instructions that, when executed, cause the one or more processing devices to adjust the pixel luminance, using brightness values in a color look-up table.

38. (Previously Presented) The article of claim 32 wherein the instructions that cause the one or more processing devices to modify the backlight intensity comprise instructions that, when executed, cause the one or more processing devices to modify a pulse width modulation signal that controls backlight illumination.

39. (Previously Presented) The article of claim 32 wherein the instructions that cause the one or more processing devices to modify the backlight intensity further comprise instructions that, when executed, cause the one or more processing devices to:

determine a hardware register value corresponding to a baseline backlight intensity value;

apply a software generated value to the register value to generate a modified backlight intensity value; and

use the modified backlight intensity value to cause the backlight intensity to be modified.

40. (Original) The article of claim 39 wherein the baseline backlight intensity value is determined based on a user provided input.

41. (Original) The article of claim 39 wherein the baseline backlight intensity value is determined based on a power state of the display device.

42. (Currently Amended) An article comprising a computer-readable ~~storage~~ medium having stored thereon instructions that, when executed, cause one or more computing devices to:

determine an ambient light level for a display device having an adjustable backlight to provide variable backlight intensity;

modify the backlight intensity based on the ambient light level by causing the duty cycle of a backlight control signal to be modified based on the ambient light level; and

modify pixel color intensity values and contrast corresponding to or one or more portions of an image to be displayed on the display device based on the modified intensity of the adjustable backlight, by scaling sub-pixel color on a per-pixel basis in order to achieve greater luminance in some areas of the display image, while reducing the luminance in other areas of the display image, wherein a brightness for one or more features within a displayed image is modified;

wherein modification to the pixel color intensity values approximately offsets the modification to the backlight intensity.

43. (Canceled)

44. (Original) The article of claim 42 wherein the instructions that cause the one or more processing devices to determine the ambient light level comprise instructions that, when executed, cause the one or more processing devices to receive a signal from an ambient light sensor indicating an ambient light level.

45. (Original) The article of claim 42 wherein the instructions that cause the one or more processing devices to determine the ambient light level comprise instructions that, when executed, cause the one or more processing devices to receive user input.

46. (Previously Presented) The article of claim 42 wherein the instructions that cause the one or more processing devices to modify the pixel color intensity values comprise instructions that, when executed, cause the one or more processing devices to adjust the pixel luminance, brightness values in using a color look-up table.

47. (Original) The article of claim 42 wherein the instructions that cause the one or more processing devices to modify the backlight intensity comprise instructions that, when executed, cause the one or more processing devices to modify a pulse width modulation signal that controls backlight illumination.

48. (Previously Presented) The article of claim 42 wherein the instructions that cause the one or more processing devices to modify the backlight intensity comprise instructions that cause the one or more processing devices to:

determine a hardware register value corresponding to a baseline backlight intensity value;

apply a software generated value to the register value to generate a modified backlight intensity value; and

use the modified backlight intensity value to cause the backlight intensity to be modified.

49. (Original) The article of claim 48 wherein the baseline backlight intensity value is determined based on a user provided input.

50. (Original) The article of claim 48 wherein the baseline backlight intensity value is determined based on a power state of the display device.

51-60 (Canceled)